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PTO  
2278 U.S. PTO  
10/696681  
09/18/03

# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.

3801P093

First Inventor

Leonard Robert Speiser, et al.

Title

PRODUCT RECOMMENDATION IN A NETWORK-BASED COMMERCE  
SYSTEM

Express Mail Label No.

EV 330680676 US

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents

ADDRESS TO:

Mail Stop Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☐ Applicant claims small entity status.  
See 37 CFR 1.27.
3. ☒ Specification [Total Pages 30]  
(preferred arrangement set forth below)
  - Descriptive title of the Invention
  - Cross References to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to sequence listing, a table,  
or a computer program listing appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 15]
5. Oath or Declaration (signed) [Total Pages 5]
  - a. ☒ Newly executed (original or copy)
  - b. ☐ Copy from a prior application (37 C.F.R. § 1.63(d))  
(for continuation/divisional with Box 18 completed)
    - i. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s)  
named in the prior application, see 37 CFR  
1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

7. ☐ CD-ROM or CD-R in duplicate, large table or  
Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission  
(if applicable, all necessary)
  - a. ☐ Computer Readable Form (CRF)
  - b. Specification Sequence Listing on:
    - i. ☐ CD-ROM or CD-R (2 copies); or
    - ii. ☐ paper
  - c. ☐ Statements verifying identity of above copies

9. ☒ Assignment Papers (cover sheet & document(s))
10. ☐ 37 C.F.R. § 3.73(b) Statement ☒ Power of Attorney  
(when there is an assignee)
11. ☐ English Translation Document (if applicable)
12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS  
Citations
13. ☐ Preliminary Amendment ☐ Application Amended  
to Reflect Claim of Priority
14. ☒ Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s)  
(if foreign priority is claimed)
16. ☐ Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i).  
Applicant must attach form PTO/SB/35 or its equivalent.
17. ☐ Other: \_\_\_\_\_

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP)

of prior application No: \_\_\_\_\_

Prior application Information: Examiner Unassigned

Group/Art Unit: Unassigned

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 18. CORRESPONDENCE ADDRESS

☒ Customer Number

**08791**

or ☒ Correspondence address below

|         |   |           |                |          |                |
|---------|---|-----------|----------------|----------|----------------|
| Name    | André L. Marais<br>Blakely, Sokoloff, Taylor & Zafman LLP |           |                |          |                |
| Address | 12400 Wilshire Boulevard, Seventh Floor                   |           |                |          |                |
| City    | Los Angeles   | State     | California     | Zip Code | 90025-1030     |
| Country | USA   | Telephone | (408) 947-8200 | Fax      | (408) 947-8280 |

|                   |                 |                                   |          |
|-------------------|-----------------|-----------------------------------|----------|
| Name (Print/Type) | André L. Marais | Registration No. (Attorney/Agent) | 48,095   |
| Signature         |                 | Date                              | 09/18/03 |

# FEE TRANSMITTAL for FY 2003

Effective 01/01/2003. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT (\$) 1,462.00

## Complete if Known

Application Number Unassigned  
Filing Date September 18, 2003  
First Named Inventor Leonard Robert Speiser  
Examiner Name Unassigned  
Group/Art Unit Unassigned  
Attorney Docket No. 3801P093

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☐ Deposit Account

Deposit Account Number 02-2666

Deposit Account Name Blakely, Sokoloff, Taylor & Zafman LLP

The Commissioner is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments  
☒ Charge any additional fee(s) required under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.  
☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account

## FEE CALCULATION

### 1. BASIC FILING FEE

| Large Entity |          | Small Entity |          | Fee Description        | Fee Paid |
|--------------|----------|--------------|----------|------------------------|----------|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |                        |          |
| 1001         | 750      | 2001         | 375      | Utility filing fee     | 750.00   |
| 1002         | 330      | 2002         | 165      | Design filing fee      |          |
| 1003         | 520      | 2003         | 260      | Plant filing fee       |          |
| 1004         | 750      | 2004         | 375      | Reissue filing fee     |          |
| 1005         | 160      | 2005         | 80       | Provisional filing fee |          |
| SUBTOTAL (1) |          |              |          |                        | 750.00   |

### 2. EXTRA CLAIM FEES

Total Claims 34 - 20\* = 14 X 18.00 = \$252.00  
Independent Claims 8 - 3\* = 5 X 84.00 = \$420.00  
Multiple Dependent

| Large Entity |          | Small Entity |          | Fee Description   | Fee Paid |
|--------------|----------|--------------|----------|---|----------|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |   |          |
| 1202         | 18       | 2202         | 9        | Claims in excess of 20                                    |          |
| 1201         | 84       | 2201         | 42       | Independent claims in excess of 3                         |          |
| 1203         | 280      | 2203         | 140      | Multiple Dependent claim, if not paid                     |          |
| 1204         | 84       | 2204         | 42       | **Reissue independent claims over original patent         |          |
| 1205         | 18       | 2205         | 9        | **Reissue claims in excess of 20 and over original patent |          |
| SUBTOTAL (2) |          |              |          |   | 672.00   |

\*or number previously paid, if greater, For Reissues, see below

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

| Large Entity        |          | Small Entity |          | Fee Description  | Fee Paid |
|---------------------|----------|--------------|----------|--|----------|
| Fee Code            | Fee (\$) | Fee Code     | Fee (\$) |  |          |
| 1051                | 130      | 2051         | 65       | Surcharge - late filing fee or oath  |          |
| 1052                | 50       | 2052         | 25       | Surcharge - late provisional filing fee or cover sheet                     |          |
| 2053                | 130      | 2053         | 130      | Non-English specification  |          |
| 1812                | 2,520    | 1812         | 2,520    | For filing a request for ex parte reexamination                            |          |
| 1804                | 920 *    | 1804         | 920 *    | Requesting publication of SIR prior to Examiner action                     |          |
| 1805                | 1,840 *  | 1805         | 1,840 *  | Requesting publication of SIR after Examiner action                        |          |
| 1251                | 110      | 2251         | 55       | Extension for reply within first month                                     |          |
| 1252                | 410      | 2252         | 205      | Extension for reply within second month                                    |          |
| 1253                | 930      | 2253         | 465      | Extension for reply within third month                                     |          |
| 1254                | 1,450    | 2254         | 725      | Extension for reply within fourth month                                    |          |
| 1255                | 1,970    | 2255         | 985      | Extension for reply within fifth month                                     |          |
| 1404                | 320      | 2401         | 160      | Notice of Appeal   |          |
| 1402                | 320      | 2402         | 160      | Filing a brief in support of an appeal                                     |          |
| 1403                | 280      | 2403         | 140      | Request for oral hearing   |          |
| 1451                | 1,510    | 2451         | 1,510    | Petition to institute a public use proceeding                              |          |
| 1452                | 110      | 2452         | 55       | Petition to revive - unavoidable   |          |
| 1453                | 1,300    | 2453         | 650      | Petition to revive - unintentional   |          |
| 1501                | 1,300    | 2501         | 650      | Utility issue fee (or reissue)   |          |
| 1502                | 470      | 2502         | 235      | Design issue fee   |          |
| 1503                | 630      | 2503         | 315      | Plant issue fee  |          |
| 1460                | 130      | 2460         | 130      | Petitions to the Commissioner  |          |
| 1807                | 50       | 1807         | 50       | Processing fee under 37 CFR 1.17(q)  |          |
| 1806                | 180      | 1806         | 180      | Submission of Information Disclosure Stmt                                  |          |
| 8021                | 40       | 8021         | 40       | Recording each patent assignment per property (times number of properties) | 40.00    |
| 1809                | 750      | 1809         | 375      | Filing a submission after final rejection (37 CFR § 1.129(a))              |          |
| 1810                | 750      | 2810         | 375      | For each additional invention to be examined (37 CFR § 1.129(b))           |          |
| 1801                | 750      | 2801         | 375      | Request for Continued Examination (RCE)                                    |          |
| 1802                | 900      | 1802         | 900      | Request for expedited examination of a design application                  |          |
| Other fee (specify) |          |              |          |  |          |
| SUBTOTAL (3)        |          |              |          |  | 40.00    |

\*Reduced by Basic Filing Fee Paid

## SUBMITTED BY

## Complete (if applicable)

Name (Print/Type) André L. Marais Registration No. 48,095 Telephone (408) 947-8200  
Signature [Signature] Date 09/18/03